

**PROBLEMS FACED BY PORT DICKSON BEACH  
CLUB RESORT: FOCUSING ON THE  
EFFECTIVENESS OF SERVICES MANAGEMENT**

**NORASHIKIN BT ZAKARIA**

**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
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## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

### **“DECLARATION OF ORIGINAL WORK”**

I, Norashikin Binti Zakaria, (I/C Number: 840526-14-5848)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 5/12/06

## LETTER OF SUBMISSION

30 November 2006

The Head of Program  
Bachelor of Business Administration (Hons.) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Alor Gajah  
Melaka

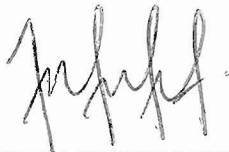
Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“PROBLEMS FACED BY PORT DICKSON BEACH RESORT: FOCUSING ON THE EFFECTIVENESS OF SERVICES MANAGEMENT”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely



NORASHIKIN BINTI ZAKARIA  
2003478008  
Bachelor of Business Administration (Hons.) Marketing

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## **ABSTRACT**

The purpose of this study is to find out the important determinant that can improve the effectiveness of services management at PDBCR. Understanding the problem faced by PDBCR is important to solve the problems of services management. Customer and the employee at PDBCR are involved in this research.

The major findings of this research found that the most important determinant toward the effectiveness of the services managements at PDBCR is employee relationship followed by facility management and the least important determinant is counter services.

From this research, it indicates that there is a positive relationship between the determinants of the effectiveness of services managements except job satisfaction. That perceived importance of determinants toward the effectiveness of the services management at hospitality management like PDBCR.